

**Abstract**

A color and/or effect coating material which is free from rheological aids based on phyllosilicates and comprises

- (A) a water-soluble, water-dilutable and/or water-dispersible polyurethane;
- (B) a color and/or effect pigment;
- (C) a dispersing assistant selected from the group consisting of the reaction products of

(c1) a functionalized copolymer containing

(c11) a copolymerized olefinically unsaturated monomer isocyanate groups, anhydride groups and epoxy groups; and

(c12) a copolymerized olefinically unsaturated monomer which is free from isocyanate-, anhydride- and epoxy-reactive functional groups;

(c2) at least one homopolymeric polyalkylene glycol, and

(c3) at least one compound of the general formula I:



in which the variables R are selected from the group consisting of hydrogen atoms and organic radicals, at least one of the radicals R containing at least one reactive functional group selected from the group consisting of isocyanate-, anhydride- and epoxy-reactive groups; and

- (D) a rheological aid based on (meth)acrylate copolymers;
- and its use to produce single-coat and multicoat color and/or effect paint systems.